AMENDMENT TO THE CLAIMS

1-40.   (Cancelled)

41.   (Withdrawn) A method, comprising:

        providing a web interface via which a viewer of an entertainment program may
purchase a plurality of props used in the entertainment program;

        receiving, from the viewer, an indication of one of the plurality of props that the
viewer desires to purchase;

        determining, based on the received indication, information associated with the
desired one of the plurality of props;

        providing the information to the viewer;

        receiving, after the providing of the information, a verification that the viewer
desires to purchase the desired one of the plurality of props; and

        selling the desired one of the plurality of props to the viewer.

42.   (Withdrawn) The method of claim 41, further comprising:

        providing the viewer with one or more programmed queries.

43.   (Withdrawn) The method of claim 42, wherein the indication of the one of the
plurality of props that the viewer desires to purchase is received in response to the
providing of the one or more programmed queries.

44.   (Withdrawn) The method of claim 42, wherein one or more programmed queries
are provided via the web interface.

45.   (Withdrawn) The method of claim 41, further comprising:

        providing the viewer with an offer to purchase a recording of the entertainment
program.

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46.   (Withdrawn) The method of claim 41, wherein the indication of the one of the plurality of props that the viewer desires to purchase comprises information identifying the entertainment program.

47.   (Withdrawn) The method of claim 46, wherein the information identifying the entertainment program comprises an entertainment program recording identifier.

48.   (Withdrawn) The method of claim 46, wherein the information identifying the entertainment program comprises a description of a scene in the entertainment program.

49.   (Withdrawn) The method of claim 46, wherein the information identifying the entertainment program comprises an indication of one or more of a date, a time, a channel, and a genre associated with the entertainment program.

50.   (Withdrawn) The method of claim 41, wherein the indication of the one of the plurality of props that the viewer desires to purchase comprises information identifying the one of the plurality of props that the viewer desires to purchase.

51.   (Withdrawn) The method of claim 50, wherein the information identifying the one of the plurality of props that the viewer desires to purchase comprises a description of how the one of the plurality of props was used in the entertainment program.

52.   (Withdrawn) The method of claim 50, wherein the information identifying the one of the plurality of props that the viewer desires to purchase comprises an indication of a time code associated with when the one of the plurality of props that the viewer desires to purchase was used during the entertainment program.

53.   (Withdrawn) A method, comprising:
        receiving, via a web interface and from a viewer, an indication of an entertainment program recording identifier associated with an entertainment program;

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receiving, via the web interface and from the viewer, an indication of a prop from the entertainment program that the viewer desires to purchase;

identifying, based on the received indications, the entertainment program and the desired prop; and

selling the desired prop to the viewer.

54.   (Withdrawn) The method of claim 53, further comprising:

broadcasting the entertainment program.

55.   (Withdrawn) The method of claim 53, wherein the entertainment program comprises a cable television program.

56.   (Withdrawn) The method of claim 53, wherein the entertainment program does not comprises advertisements.

57.   (Withdrawn) The method of claim 53, wherein the selling comprises transmitting an order for the prop to a vendor associated with the prop.

58.   (Withdrawn) A method, comprising:

providing a web interface via which a viewer of an entertainment program may purchase a plurality of products used in the entertainment program;

receiving, from the viewer, an indication of one of the plurality of products that the viewer desires to purchase;

determining, based on the received indication, information associated with the desired one of the plurality of products;

providing the information to the viewer;

receiving, after the providing of the information, a verification that the viewer desires to purchase the desired one of the plurality of products; and

selling the desired one of the plurality of products to the viewer.

59.   (Withdrawn) The method of claim 58, further comprising:

providing the viewer with one or more programmed queries.

60.   (Withdrawn) The method of claim 59, wherein the indication of the one of the plurality of products that the viewer desires to purchase is received in response to the providing of the one or more programmed queries.

61.   (Withdrawn) The method of claim 59, wherein one or more programmed queries are provided via the web interface.

62.   (Withdrawn) The method of claim 58, further comprising:
        providing the viewer with an offer to purchase a recording of the entertainment program.

63.   (Withdrawn) The method of claim 58, wherein the indication of the one of the plurality of products that the viewer desires to purchase comprises information identifying the entertainment program.

64.   (Withdrawn) The method of claim 63, wherein the information identifying the entertainment program comprises an entertainment program recording identifier.

65.   (Withdrawn) The method of claim 63, wherein the information identifying the entertainment program comprises a description of a scene in the entertainment program.

66.   (Withdrawn) The method of claim 63, wherein the information identifying the entertainment program comprises an indication of one or more of a date, a time, a channel, and a genre associated with the entertainment program.

67.   (Withdrawn) The method of claim 58, wherein the indication of the one of the plurality of products that the viewer desires to purchase comprises information identifying the one of the plurality of products that the viewer desires to purchase.

68.   (Withdrawn) The method of claim 67, wherein the information identifying the one of the plurality of products that the viewer desires to purchase comprises a description of how the one of the plurality of products was used in the entertainment program.

69.   (Withdrawn) The method of claim 67, wherein the information identifying the one of the plurality of products that the viewer desires to purchase comprises an indication of a time code associated with when the one of the plurality of products that the viewer desires to purchase was used during the entertainment program.

70.   (Withdrawn) A method, comprising:

        receiving, via a web interface and from a viewer, an indication of an entertainment program recording identifier associated with an entertainment program;

        receiving, via the web interface and from the viewer, an indication of a product from the entertainment program that the viewer desires to purchase;

        identifying, based on the received indications, the entertainment program and the desired product; and

        selling the desired product to the viewer.

71.   (Withdrawn) The method of claim 70, further comprising:

        broadcasting the entertainment program.

72.   (Withdrawn) The method of claim 70, wherein the entertainment program comprises a cable television program.

73.   (Withdrawn) The method of claim 70, wherein the entertainment program does not comprises advertisements.

74.   (Withdrawn) The method of claim 70, wherein the selling comprises transmitting an order for the product to a vendor associated with the product.

75.   (Withdrawn) A method, comprising:

storing, at a controller, program information associated with an entertainment program and product information associated with a product used in the entertainment program;

receiving, at the controller and from a viewer of the entertainment program, a purchase request comprising an indication of a subset of the program information and a subset of the product information;

identifying, by the controller and based on the received indications, the program information and the product information;

providing, after the identifying and to the viewer, the program information and the product information;

receiving, after the providing, a verification that the viewer desires to purchase the product; and

selling the product to the viewer.

76.   (Withdrawn) The method of claim 75, wherein the purchase request is received via a telephone call from the viewer, further comprising:

providing a telephone number to the viewer.

77.   (Withdrawn) The method of claim 76, wherein the telephone number is broadcast with the entertainment program.

78.   (Withdrawn) The method of claim 76, wherein the telephone number is recorded with the entertainment program.

79.   (Withdrawn) The method of claim 76, wherein the selling comprises transferring the viewer's telephone call to a vendor associated with the product.

80.   (Withdrawn) The method of claim 75, wherein at least one of the indications comprises a time code representing a time during the entertainment program when the product was used in the entertainment program.

81.   (Withdrawn) The method of claim 75, further comprising:

       providing the time code with the entertainment program.

82.   (Withdrawn) A method, comprising:

       reviewing an entertainment program to determine that a product used in the

entertainment program will be offered for sale;

       storing program data associated with the entertainment program, the

entertainment data comprising at least one of: a network identifier, a genre identifier, an

entertainment program title, a time and date associated with the entertainment program, a

plot description of the entertainment program, and a listing of characters associated with

the entertainment program;

       storing product data associated with the product used in the entertainment

program, the product data comprising at least one of: a type of product, an identification

of a character that used the product in the entertainment program, a plot description

associated with the use of the product in the entertainment program, a price of the

product, a vendor associated with he product, and an availability of the product; and

       providing the stored program data and the stored product data to a controller that

offers the product for sale to viewers of the entertainment program.

83.   (Withdrawn) The method of claim 82, wherein the reviewing is conducted during

the filming of the entertainment program.

84.   (Withdrawn) A method, comprising:

       reviewing an entertainment program to determine that a prop used in the

entertainment program will be offered for sale;

       offering the prop for sale to viewers of the entertainment program;

       receiving a plurality of bids for the prop, each of the plurality of bids being

received from one of a plurality of viewers;

       ranking the plurality of bids; and

       selling the prop to the one of the plurality of viewers associated with the highest

ranked bid.

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85.   (Withdrawn) The method of claim 84, wherein the plurality of bids are received via telephone calls from each of the plurality of viewers, further comprising:

providing a telephone number to the plurality of viewers as part of the entertainment program.

86.   (New) A method, comprising:

receiving, from a viewer of an entertainment program, an indication of one of a plurality of products shown in the entertainment program that the viewer desires to purchase, wherein the indication is descriptive of how the one of the plurality of products is used in a plot of the entertainment program;

determining, based on the received indication, information associated with the desired one of the plurality of products;

providing the information to the viewer;

receiving, after the providing of the information, a verification that the viewer desires to purchase the desired one of the plurality of products; and

selling the desired one of the plurality of products to the viewer.

87.   (New) A method, comprising:

entering product data related to a product used in an entertainment program, wherein the product data includes information identifying how the product was used in a scene of the entertainment program;

receiving the entered product data;

storing the entered product data in a central database; and

accessing from the database information about the product used in the scene of the entertainment program.

88.   (New) The method according to claim 87, further comprising:

storing the entered product data in a local database; and

remotely transmitting the product data stored in the local database to the central database.

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89.   (New) The method according to claim 87, further comprising:

receiving, from a viewer of the entertainment program, a request about the product, the request containing a subset of the product data;

identifying the product data in the database using the subset of the product data; and

sending the identified product data to the viewer.

90.   (New) The method according to claim 87, wherein the accessing comprises:

receiving a request from an entertainment program viewer about the product;

remotely transmitting a query relating to the request; and

receiving product information about the product identified in the request.